THE DMC NEWSLETTER
DE LOREAN CLUB INTERNATIONAL

Vol. 1 No. 3 May/June 1981

1981 ASPEN INTERNATIONAL DESIGN CONFERENCE

The DeLorean and its Designer Make a Showing in the Rockies

There it was – high in the Rockies, its silver body flashing in the sun. With a crowd of pleased onlookers, the DeLorean Sports Coupe made a grand attraction, and held its own among the Maseratis, Ferraris and Fiats also on display.

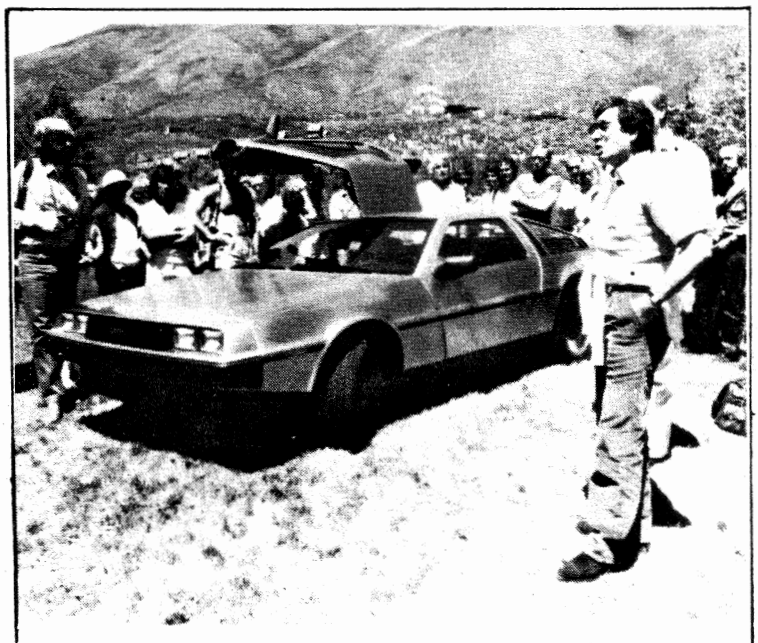
The occasion was the 30th annual Design Conference held in Aspen, Colorado this June 14th - 19th. This year's gathering focused on "The Italian Idea" as a tribute to the innovative Italian contribution to the visual arts, and was given all the celebrity status that has characterized the past conferences.

Top representatives in a wide variety of design fields were invited to speak to an audience of 2,000 enthusiastic professionals, students and interested participants. Workshops and lectures filled the days, while the evenings featured Italian films and a fashion show under a big-top tent.

Out on the lawn were several showpiece examples of masterful Italian automobiles -- many of them the design creations of one young Italian designer, Georgetto Giugiaro.

—

Leading an admiring crowd on a tour of the cars is a handsome man in his early 40's. Signore Giugiaro talks with animation as he flings open car doors and points out important features in the interior. Renowned in his field, Giugiaro has none of the stereotypical traits of the temperamental artist. He is warm and charming, and his lack of English seems no obstacle to those gathered around him (his public relations director, Giuliano Molineri, serves as translator).



Georgetto Giugiaro (right front) and a prime example of his design wizardry -- the DeLorean sports coupe.

(continued page 3)

the
DMC
Newsletter

DE LOREAN CLUB INTERNATIONAL

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DeLorean Club International

Your $25 annual membership dues bring you:

- Our bi-monthly newsletter. Current events, letters, photos, classifieds.
- Communication with other owners and dealers.
- Social events and showings.
- Membership card.

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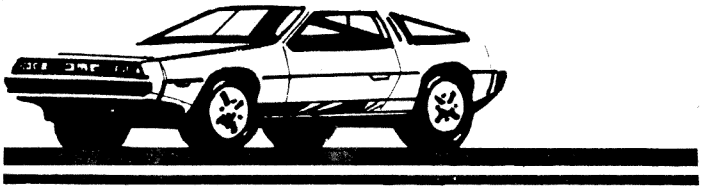


PUBLISHER'S COMMENTS

And suddenly we see DeLoreans here, there and everywhere.

They are beginning to make their appearance, if only rarely, on the streets. The national press has been abundant, and the local media has carried articles, photos and television interviews with the new owners in our area – proud owners indeed who feel that their 1-2 year wait for possession was well worth it.

And our club is growing and growing. New members are joining all the time, and enjoy sharing their enthusiastic reports on their new sports car.

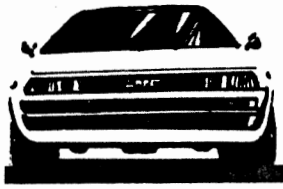
In June, we attended the International Design Conference, held every year in Aspen, Colorado, and a report from that event is featured on page 1 of this issue. DeLorean designer, Georgetto Giugiaro, gave us a walking tour of the car and explained the design "clean-up" that it underwent before production. He was very satisfied with it and felt confident that its acceptance would be universal. In a personal interview with Signore Giugiaro, I inquired about a working prototype for the DeLorean 4-door. His answer was only a "no comment," except to say he really knew nothing of it. The rumors, however, claim that Giugiaro's "Medusa" design will be the prototype for the new 4-door. The Medusa is a complete departure from the econo-boxes of the 70s – a sleek, low co-efficient 4-door with a CX of .26. Very, very clean indeed.

Now that you are a member of DCI, we would like to hear from you. If you have any information or tidbits regarding the cars, please drop us a note and share it with us, and your fellow members. If you know of a special little story regarding the DeLorean, or have had a particular experience yourself, please write it down.

Membership cards will be sent out with the next issue. Until that time, I wish you all very pleasant motoring in your DeLorean Sport Coupe.

Sincerely,

FRANCIS G. MANDARANO
Publisher



LETTERS

option for sale

I am scheduled to receive "DeLorean No. 9 in Southwestern Ohio" in a month or two. I've had a deposit placed since early this year. I'm willing to relinquish my place in line for a small percentage commission to someone who is more anxious than I to purchase one. My financial condition will not allow me to follow through with my plans. If you know of someone who is interested in taking delivery on my order, or if you want to place a notice in your newsletter concerning this option, please send them my way, or let me know. Otherwise, I will attempt to retrieve my deposit and give up my position on the waiting list. I will gladly work out a deal, or pay a "finder's fee" to anyone who helps me sell my option. I can be reached (generally) during the day at my office (513)425-5351, or in the evenings at home (513)422-8035. Or they can write me directly at the address listed above. But please, if you know of someone who is interested, please have them contact me because I soon plan to get my deposit refunded. Thank you.

Michael D. Lanyi
4558 Sandra Lee Lane
Middletown, OH 45042

no portholes

How can you replace the new production side windows that have portholes with the original window that was supposed to be used?

Gary Ehrnman
5786 Leafwood Dr.
Anaheim, CA 92807

All letters received that are signed and addressed will be considered for publication.

1981 Aspen Design Conference

continued from page 1

As he came to the DeLorean, Giugiaro explained the changes that were made from the original design. To cut down on wind drag and increase performance, the windshield pillars and fender lines were rounded out from the original, sharper angles. The crowd expressed their appreciation for this new arrival, most of them seeing it for the first time as they poked their heads inside the car.

That evening, Giugiaro demonstrated his art by improvising the design of a car in front of an audience of 2,000. Using an overhead projector, felt pens, french curves and circlography, he led us to examine the dimensions and proportions of American and Italian cars, with examples from the 1960's up to one of the most recent US car products, GM's "J" car. He stressed the need for the US to attain the European experience of working with "vital space." It was an ingenious way to explain the complex considerations a designer must take into account. The conference attendents were greatly benefited by Giugiaro's presence, and heartily applauded him as left the stage.

■ ■

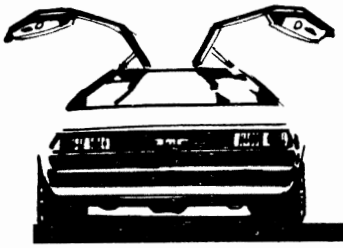
B.J. MARCHESE

B.J. MARCHESE'S HONDA WORLD
1108 W. Main St. • Norristown, PA 19401
215-277-3444

DEALER LOCATIONS

The DeLorean Motor Company has released their official dealer location list. Every state except Alaska has listings.

If you would like a copy for your area, please send us $2.00 for copying and mailing costs, and we will send the listings for your state by return mail.



DeLorean's Dilemma

from *AutoWeek*
August 3, 1981

by Mary Beth Mayer

John Z. DeLorean's gullwing sports car has been on sale in this country for less than two months, but it already looks like an early success.

Such a success, in fact, that some of the company's 345 U.S. dealers are commanding up to $5,000 over the car's $25,000 sticker price. Despite evidence of alleged price "gouging", the handful of customers who have taken delivery of their DeLoreans appear to be quite pleased with the car, as waiting lists at most dealers stretch from two months to a year or more. At least one dealership reported more than 200 names on its waiting list: it expects to receive only 20 cars through December.

Part of the holdup is due to the fact that DeLorean's Belfast, Northern Ireland assembly plant has not reached full capacity, and supplies of cars are just now trickling into the country.

Some 1,200 cars have arrived so far at DeLorean's Long Beach depot, but only about 300 cars had been delivered to West Coast dealers by early July. Another facility was due to open in mid-July in Wilmington, Del., to service East Coast outlets, the company said.

"We have an enormous backing of orders," acknowledged J. Bruce McWilliams, DeLorean marketing vice president. "The only problem we've had with marketing the cars so far is getting them to the dealers quickly enough to satisfy the demand."

Most DeLorean dealers received at least one car by mid-June, and that vehicle usually wound up on the showroom floor to help draw traffic, since some dealers were reluctant to part with their only model until a second shipment had arrived. That means a lengthy wait for those DeLorean "lookers" who haven't put in an order yet.

Wayne Jones, sales manager at Melrose Ford, Oakland, Calif., said his dealership has more than 50 DeLorean customers on its waiting list, each of whom has put $5,000 down on a car even though some face a 10-month wait.

Many other dealers are not taking deposits. Some aren't even taking orders. The first customers who walk into the showroom with cash in hand are the first to be served.

Before McInnis Peterson Chevrolet in Baton Rouge had advertised the DeLorean, it had a list of 10 customers who each deposited $3,000.

"Those are people who approached us on their own," said Lindsey Spiller, general sales manager. "They'll be served within a reasonable amount of time, and that will take care of our supply through October or November."

Naturally, in any business where demand exceeds supply, the supplier is going to charge a premium price for the product, and the DeLorean is no exception.

On the West Coast, where most of the initial deliveries have been made, new DeLoreans are fetching an average of $30,000, with actual prices at individual dealerships contacted by *AutoWeek* ranging from $25,950 to $31,000.

"There's nothing we can legally do to hold down the prices," according to Jock Fearer, DeLorean's director of field operations. "We set the manufacturer's suggested retail price at $25,000, and that's about it."

Fearer added that some customers are using the long waiting period for personal gain by selling their places on dealer's waiting lists. It's also likely some customers will turn around and sell their new cars for a handsome profit. One advertiser in those pages offered readers a chance to "own the car of the future today." He was trying to sell his place in line, along with the car, for $32,000.

A critical factor in the ultimate success of the DeLorean is sure to be quality control, a subject of much early concern on the part of the company, which is assembling an American designed car, using French and English components, with an essentially unskilled Irish labor force.

Still, dealers and customers alike appear satisfied with the fit and finish of the product.

"The quality looks fine," said Bob Wallace, sales manager at Mike McCarthy Buick, Westminster, Calif. "I've had experience before with the Bricklin, and the DeLorean is far superior."

"The car is far better than I thought it was going to be," said David Tucker Jr. of Oakland, Calif. "It's a better performer, it's better tuned, has far more power and is easier to handle. There's nothing in my DeLorean that doesn't fit perfectly. It's the best-looking car on the road, and I think it will become very popular."

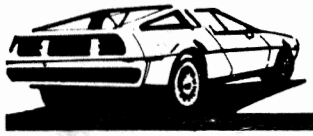
Tucker, whose firm helped raise equity money for the DeLorean Motor Co., ordered his car four years ago. He paid $25,950.

"The car is superb," added Jim Wempe, who had been a DeLorean owner for only a week when he talked to *AutoWeek*. Everybody ought to make cars this way."

Wempe's car apparently is a real crowd-drawer in his San Francisco neighborhood, and Tucker has had the same experience.

"People can't seem to look at it without touching it," he said.

Wempe added, "The only problem I've had so far is with fingerprints."



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DE LOREAN $TOCK = NOT FOR THE TIMID

DeLorean Motors, the new Northern Ireland automaker, is offering common stock for sale in the United States.

The preliminary prospectus for the stock gives a detailed picture of this unique car company, whose cars only recently went on sale in the United States.

The document discloses such tidbits as John Z. DeLorean's salary – $298,750 a year, plus $67,000 in cost-of-living increases and $78,000 in "locale adjustment" – and the fact that none of this salary has been paid. The holding company, of which he owns half, gets consulting fees instead.

It discloses, too, some of the costs of doing business in Northern Ireland, where DeLorean was lured by government subsidies and wages one-third of what US automakers pay. While civil strife has affected the plant relatively little, on the day of hunger striker Bobby Sands' funeral, 32 percent of DeLorean's workers didn't report for work.

The sale of stock gives investors a chance to buy at a price between $10 - 14 a share from a stock underwriting group led by Bache Halsey Stuart Shields Inc. The 2.25 million shares for sale represent about 11 percent of the company, which as yet has no stockholder's equity.

DeLorean stock is not for the timid. Other new car ventures, from the three-eyed Tucker in the 1940s to the sleek Bricklin in the 1970s, have quickly run out of gas. No new US car maker has successfully entered the mass-production car market in more than a quarter century.

to repay nearly $21 million in working capital loans at the end of this year, and will have to negotiate an extension.

DeLorean Motors is also primarily an assembler of other companies' parts. This strategy allows the company to get by with less capital investment per vehicle. This, in turn, reduces the number of cars DeLorean must sell to make a profit.

DeLorean doesn't plan on annual model changes. He hopes his car will continue to attract buyers for years, as the Porsche 911 has since its introduction in 1963.

The DeLorean car is aimed at buyers of higher-priced cars, like the Datsun 280ZX, the Cadillac Seville, the Mercedes-Benz, the BMW, the Chevrolet Corvette and the Porsche. These cars have done much better in the last few years than the more mundane sedans and station wagons. All of them have more US dealers than DeLorean, however, who claims 343 dealers.

DeLorean also hopes to sell in Canada, Europe and such high-rolling markets as Lebanon, Kuwait, Saudia Arabia and the United Arab Emirates. The Arab countries will get a version with less emission controls and more horsepower.

DeLorean Motors began building the cars at the beginning of the year, and shipped its first cars to the US in June. Production hit 35 cars a day in July and is scheduled to level off at 80 cars per day in October.

All investment in the common stock should be considered only by persons who can afford a total loss of their investment

"All investment in the common stock," warns the prospectus, "should be considered only by persons who can afford a total loss of their investment."

On the plus side, the bold and flashy DeLorean is more experienced than many others who started car companies. He spent 17 years at General Motors, rising to the top position at Pontiac and Chevrolet at a relatively young age. His car-building venture is backed by more than $140 million in loans and grants from the British government.

The government-guaranteed loans are both a boon and a burden. The company says that it won't have the cash

The purpose of the stock issue, which will raise from $20.3 million to $28.4 million after paying the stock underwriter's fees, is mainly to help finance the development of a second car. This is to be a sedan, to compete directly with BMW and Mercedes. DeLorean expects that developing the sedan will cost $80 million in 1981 dollars, and that the sedan won't be available before 1984.

Preliminary design on the sedan is being done by Giugiaro of Ital Design of Turin, Italy – also the designer of the present DeLorean car.

CLASSIFIEDS

CARS/SELL

Wanted - Floor mats urgently wanted for my DeLorean Sports Coupe. Ira Epstein, 1519 Wedgefield Circle, Naperville, IL 60540.

MISC.

1980 Scirocco S - 5-speed, air, cruise, Recaros Alpine stereo, alarm, rear wiper, New York car – never saw a winter. Call after 6:30 p.m., Andy (213)374-8622, Redondo Beach, CA.